What is claimed is:

1   1.   A method of providing a video program in response to a demand
2 by a subscriber, wherein the video program is repeatedly transmitted on one of a
3 plurality of channels, each repeated transmission separated from a previous
4 transmission by a predetermined period of time, the method comprising the
5 steps of:
6   delivering a first unencrypted portion of at least one video program
7 available for viewing on demand;
8   storing the first unencrypted portion of the at least one video program as
9 unencrypted data on a Digital Video Recorder (DVR);
10   offering the video program for purchase by the subscriber;
11   accepting a subscriber demand to purchase the complete video program;
12   retrieving the stored first unencrypted portion of the at least one video
13 program after accepting a subscriber demand to purchase the complete video
14 program;
15   authorizing capture and decryption of a remaining portion of purchased
16 video program;
17   switching from the stored first unencrypted portion of the at least one
18 video program to the remaining portion of the purchased video program.

1   2.   The method as claimed in claim 1 wherein said step of delivering
2 a portion of at least one video program further comprises delivering a portion of
3 at least one video program on a hidden channel.

1   3.   The method as claimed in claim 1 wherein said step of
2 authorizing capture and decryption of a remaining portion of the purchased
3 video program further comprises the remaining portion containing less than all
4 of the program and including at least the portion not stored in the first portion.

1   4.   The method as claimed in claim 1 wherein said step of switching

2   from the stored first unencrypted portion of the at least one video program to the

3   remaining portion of the video program further comprises switching to the

4   remaining portion at one of a plurality of predetermined transition points.

1   5.   A method for purchasing a program on demand comprising the

2   steps of:

3   sending a first unencrypted portion of the program for purchase to a

4   subscriber's digital video recorder;

5   storing the first unencrypted portion of the at least one program for

6   purchase on the subscriber's digital video recorder;

7   offering at least one program for purchase;

8   selecting the at least one program for purchase;

9   retrieving the stored first unencrypted portion of the selected at least one

10   program for purchase for viewing by the subscriber;

11   sending at least the remaining portion of the selected at least one

12   program to the digital video recorder;

13   authorizing storage and viewing by the subscriber of the selected at least

14   one program;

15   splicing the first unencrypted portion of the selected program with the

16   remaining portion of the selected video to form a complete program;

17   storing the complete program on the digital video recorder for a

18   predetermined period of time.

1   6.   The method as claimed in claim 5 wherein the step of sending a

2   first unencrypted portion of a program for purchase further comprises sending

3   the first unencrypted portion of a program for purchase over a channel that is

4   hidden to the subscriber but recognized by the digital video recorder.

1   7.   The method as claimed in claim 6 wherein the step of sending a
2   first unencrypted portion of a program for purchase further comprises sending
3   information about the program in addition to the first unencrypted-portion.

1   8.   The method as claimed in claim 7 wherein the information in
2   addition to the first unencrypted portion further comprises promotional video,
3   additional description about the program and program reviews.

1   9.   The method as claimed in claim 8 further comprising the step of
2   offering a free preview of a program from the stored first unencrypted portion
3   of the at least one program.

1   10.   The method as claimed in claim 6 wherein said step of splicing
2   the first unencrypted portion of the selected program with the remaining portion
3   of the selected video to form a complete program further comprises the steps of:
4   inserting triggers at predetermined transition points in the remaining portion of
5   the program;
6   delivering the inserted triggers with the program;
7   identifying the inserted triggers at the digital video recorder for
8   switching from the stored first unencrypted portion of the program to the
9   remaining portion of the program.

1   11.   The method as claimed in claim 10 wherein the triggers are
2   delivered with the video.

1   12.   The method as claimed in claim 10 wherein the triggers are
2   included with a service's metadata.

1   13.   An apparatus for providing a program in response to a subscriber
2   demand comprising:

3   a digital video recorder being an integrated receiver/decoder having

4   digital video recording capabilities;

5   a first unencrypted portion of at least one program stored on the digital

6   video recorder;

7   an offer to purchase at least one program;

8   means for accepting the offer to purchase the at least one program;

9   means for retrieving the first unencrypted portion from storage while

10   retrieving the remaining portion of the program on the digital video recorder;

11   means for splicing the first unencrypted portion of the at least one

12   program with the remaining portion of the program to define a complete

13   program;

14   the complete program stored on the digital video recorder.

1   14.   The apparatus as claimed in claim 13 wherein the offer to

2   purchase at least one program further comprises a program guide stored on the

3   at least one digital video recorder.

1   15.   The apparatus as claimed in claim 14 further comprising a

2   channel hidden from the program guide but known by the digital video recorder

3   for sending the first unencrypted portion to the digital video recorder for storage

4   thereon.

1   16.   The apparatus as claimed in claim 13 wherein the means for

2   splicing the first unencrypted portion with the remaining portion further

3   comprises triggers inserted into the remaining portion at predetermined

4   transition points for identification by the digital video recorder as a point of

5   transition between the first unencrypted portion and the remaining portion.